



WVEC
613 Woods Ave.
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Contract # 847040

Schedule Dates 08/08/12-08/13/12

Advertiser Paul Hirschbhel for Congress (39143)

Agency/T-Code Greer, Margolis, Mitchel (GMMB) (1700)/1053989

Product Political - US House (1175)

Brand DEMOCRAT (169542)

Salesperson Blair, Cheryl (2205)

Sales Office TeleRep - Philadelphia

Buyer Name GILROY, MAURA

Phone/Fax (757) 362-3300 /

CPE 106/113/1552

Account Types National/Political Candidate - Agency

Billing Type Weekly/Irregular

Comments HIRSCHBEL 8/7
PAUL HIRSCHBEL FOR CONGRESS

Date Entered 08/06/12

Last Modified 08/06/12

Entered By Penne Marsh

CO-OP No

Headline # 06264995

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,753.00

Net Total \$21,267.00

Sales Tax

Norfolk (WVEC) (WVEC)

By Broadcast Month	Spots	Rate
Aug. 2012	33	\$25,020.00
Grand Total:	33	\$25,020.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	11:35P-12:02A (ET)	2			X	X	X			2	\$550.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	8/6/12
2.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	11A-12P (ET)	1			X	X	X			1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	THE VIEW	8/6/12
3.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	12P-12:57P (ET)	2			X	X	X			2	\$350.00	\$700.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	8/6/12
4.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	4:58P-5:29P (ET)	2			X	X	X			2	\$900.00	\$1,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	8/6/12
5.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	5A-5:58A (ET)	2			X	X	X			2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	5AM NEWS	8/6/12
6.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	5:29P-5:58P (ET)	2			X	X	X			2	\$900.00	\$1,800.00	Norfolk (WVEC) (WVEC)	NEWS	8/6/12
7.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	6P-6:30P (ET)	1			1	1	1			3	\$1,100.00	\$3,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/6/12
8.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	5:58A-7A (ET)	1								1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	8/6/12
9.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	6:58P-7:28P (ET)	2			X	X	X			2	\$1,200.00	\$2,400.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	8/6/12
10.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	7A-9A (ET)	3			X	X	X			3	\$900.00	\$2,700.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/6/12
11.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	9A-10A (ET)	2			X	X	X			2	\$400.00	\$800.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	8/6/12
12.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	6P-6:30P (ET)	1						1		1	\$650.00	\$650.00	Norfolk (WVEC) (WVEC)	WEEKEND NEWS	8/6/12
13.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	5:58A-8A (ET)	1						1		1	\$290.00	\$290.00	Norfolk (WVEC) (WVEC)	NEWS	8/6/12
14.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	6:58P-7:57P (ET)	1						1		1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	WHEEL/Jeopardy	8/6/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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PAUL HIRSCHBIEL FOR CONGRESS

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Entered By Pernie Marsh
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15.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	9:58A- 11A (ET)							1		1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)	THIS WEEK	8/6/12
16.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	9:30A- 10A (ET)							1		1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)	CHRIS MATTHEWS	8/6/12
17.0	Normal Line / SPOT	08/08/12-08/12/12	4	:30	11P- 11:35P (ET)	3			X	X	X	X	X	3	\$1,100.00	\$3,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/6/12
18.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	4:58P- 5:29P (ET)		1							1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	8/6/12
19.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	5:29P- 5:58P (ET)		1							1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	NEWS	8/6/12
20.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	6P- 6:30P (ET)		1							1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:WVEC Norfolk**Date:**8/7I, Maura Gilroybeing/on behalf of: Paul Hirschbuhl, a legallyqualified candidate of the Democratic politicalparty for the office of: House of Representativesin the Generalelection to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>AS ORDERED</u>				

Total Charges:\$21,267.⁰⁰ Net

#847040

Hirschfeld for Congress

Jody Wagner PO Box 8728 Virginia Beach VA 23450

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

Date 5/21/12 Signature M. Gilman

☒ Accepted ☐ Accepted in Part ☐ Rejected

Penne Marsh Penne Marsh NSC
Signature Printed Name Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Paul Haschke
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M. Milroy
signature of candidate or authorized committee

Maura Milroy 5/21/12
printed name date